

THE CORNELL HOTEL AND RESTAURANT ADMINISTRATION QUARTERLY

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How to Manage a Hotel: An Allegory for Tired Innkeepers, Thomas C. Chevoor. A humorous look at the hospitality industry, including the front of the house, the back of the house, and the side of the house. Pages 30-31.

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Women in the Hospitality Industry, Michelle Kayem. The results of an informal survey among women graduates of Cornell's School of Administration. Pages 40-47.

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The Travel-Lodging Interface. Highlights of a panel presentation at the annual conference of The Travel Research Association, with focus on the interface between the hotel guest, the lodging operator, and the travel agent. Pages 14-21.

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Red Bull Inns: A Case Study in Growth. An in-depth look at the Red Bull chain, including its development, training programs, and marketing efforts. Pages 41-48.

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The Lodging Industry's Experience with Replacement Cost, Joseph V. Bencivenga. Discussion of how replacement-cost data are developed and the implications of replacement-cost disclosure requirements. Pages 27-30.

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